

ORDER



Orders
Order / Rev: 47115
Alt Order #: 9782546 /Brad
Product Desc: Tom Smith for Senate
Estimate: 191
Flight Dates: 08/07/12 - 08/13/12
Original Date / Rev: 08/03/12 / 08/08/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: SRCP Media
Buying Contact:
Billing Contact:
 201 North Union Street Suite 200
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Smith/R/Senate
Demographic: A35+
Product Codes: US Senate
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	51	\$12,475.00	\$10,603.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	51	\$12,475.00	\$10,603.75	119.20
Totals	51	\$12,475.00	\$10,603.75	119.20

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	17%	\$12,475.00
Market	100%	\$73,382.35

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	63%	\$46,230.88
WHTM	20%	\$14,676.47
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	08/07/12	08/13/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	5	\$185.00	P-2	1.70	NM	5	\$925.00
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	WHP	08/07/12-08/13/12	M-F 11a-12p See MG 1.6 [No Avail]		11a-12p	MTWThF----	:30		(\$185.00)		1.70	NM		
	6	WHP	08/13/12-08/13/12	M-F 11a-12p Ⓜ MG for 1.3 08/09 [MG within Flight]		11a-12p	M-----	:30		\$185.00		1.70	NM		
N 2	WHP	08/07/12	08/13/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	MTWTF--	:30	5	\$70.00	P-2	0.60	NM	5	\$350.00
N 3	WHP	08/07/12	08/13/12		CM	4p-5p	MTWTF--	:30	5	\$125.00	P-2	1.30	NM	9	\$1,200.00

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Estimate:	191

WHP-TV CBS21

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				M-F 4p-5p											
				M-F 4p-5p											
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
1	WHP	08/07/12-08/13/12	M-F 4p-5p See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14 [Preempted by NSM]	4p-5p	MTWThF----	:30	(\$125.00)	1.30	NM						
2	WHP	08/07/12-08/13/12	M-F 4p-5p See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14 [Preempted by NSM]	4p-5p	MTWThF----	:30	(\$125.00)	1.30	NM						
3	WHP	08/07/12-08/13/12	M-F 4p-5p See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14 [Preempted by NSM]	4p-5p	MTWThF----	:30	(\$125.00)	1.30	NM						
4	WHP	08/07/12-08/13/12	M-F 4p-5p See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14 [Preempted by NSM]	4p-5p	MTWThF----	:30	(\$125.00)	1.30	NM						
5	WHP	08/07/12-08/13/12	M-F 4p-5p See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14 [Preempted by NSM]	4p-5p	MTWThF----	:30	(\$125.00)	1.30	NM						
6	WHP	08/07/12-08/13/12	M-F 4p-5p Ⓜ MG for 12.4,7.1,7.2,3.5,12.1,3.2,12.3,3.3,12.5,12.2,3.4,3.1 [MG within Flight]	4p-5p	MTWThF----	:30	\$175.00	1.30	NM						
7	WHP	08/07/12-08/13/12	M-F 4p-5p Ⓜ MG for 12.4,7.1,7.2,3.5,12.1,3.2,12.3,3.3,12.5,12.2,3.4,3.1 [MG within Flight]	4p-5p	MTWThF----	:30	\$175.00	1.30	NM						
8	WHP	08/07/12-08/13/12	M-F 4p-5p Ⓜ MG for 12.4,7.1,7.2,3.5,12.1,3.2,12.3,3.3,12.5,12.2,3.4,3.1 [MG within Flight]	4p-5p	MTWThF----	:30	\$175.00	1.30	NM						
9	WHP	08/07/12-08/13/12	CBS Sun Morning Ⓜ MG for 12.4,7.1,7.2,3.5,12.1,3.2,12.3,3.3,12.5,12.2,3.4,3.1 [MG within Flight]		-----Su	:30	\$225.00	1.60	NM						
10	WHP	08/07/12-08/13/12	Letterman Ⓜ MG for 12.4,7.1,7.2,3.5,12.1,3.2,12.3,3.3,12.5,12.2,3.4,3.1 [MG within Flight]	1135p-1235a	MTWThF----	:30	\$100.00	1.20	NM						
11	WHP	08/07/12-08/13/12	Letterman Ⓜ MG for 12.4,7.1,7.2,3.5,12.1,3.2,12.3,3.3,12.5,12.2,3.4,3.1 [MG within Flight]	1135p-1235a	MTWThF----	:30	\$100.00	1.20	NM						
12	WHP	08/07/12-08/13/12	Letterman Ⓜ MG for 12.4,7.1,7.2,3.5,12.1,3.2,12.3,3.3,12.5,12.2,3.4,3.1 [MG within Flight]	1135p-1235a	MTWThF----	:30	\$100.00	1.20	NM						
13	WHP	08/07/12-08/13/12	M-F 5a-6a News Ⓜ MG for 12.4,7.1,7.2,3.5,12.1,3.2,12.3,3.3,12.5,12.2,3.4,3.1 [MG within Flight]		MTWThF----	:30	\$75.00	1.20	NM						
14	WHP	08/07/12-08/13/12	M-F 5a-6a News Ⓜ MG for 12.4,7.1,7.2,3.5,12.1,3.2,12.3,3.3,12.5,12.2,3.4,3.1 [MG within Flight]		MTWThF----	:30	\$75.00	1.20	NM						
N 4	WHP	08/07/12	08/13/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	5	\$175.00	P-2	1.60	NM	5	\$875.00
N 5	WHP	08/07/12	08/13/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	5	\$175.00	P-2	1.70	NM	5	\$875.00
N 6	WHP	08/07/12	08/13/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$175.00	P-2	1.70	NM	5	\$875.00
N 7	WHP	08/07/12	08/13/12	Sa-Su 6p-630p News Rot CBS 21 News at 6p	CM	6p-630p	-----SS	:30	2	\$100.00	P-2	1.60	NM	0	\$0.00
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
1	WHP	08/07/12-08/13/12	Sa-Su 6p-630p News Rot See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14 [Program Change]	6p-630p	-----SaSu	:30	(\$100.00)	1.60	NM						
2	WHP	08/07/12-08/13/12	Sa-Su 6p-630p News Rot See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14 [Program Change]	6p-630p	-----SaSu	:30	(\$100.00)	1.60	NM						

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N 8	WHP	08/07/12	08/13/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$550.00	P-2	4.80	NM	5	\$2,750.00
N 9	WHP	08/07/12	08/13/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTW-F--	:30	5	\$675.00	P-2	6.50	NM	5	\$3,375.00
N 10	WHP	08/07/12	08/13/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$200.00	P-2	2.30	NM	5	\$1,000.00
N 11	WHP	08/07/12	08/13/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	2	\$125.00	P-2	1.60	NM	2	\$250.00
N 12	WHP	08/07/12	08/13/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$75.00	P-2	1.20	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
1	WHP	08/07/12-08/13/12	Letterman See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14 [Preempted by NSM]	1135p-1235a	MTWThF----	:30	(\$75.00)	1.20	NM						
2	WHP	08/07/12-08/13/12	Letterman See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14 [Preempted by NSM]	1135p-1235a	MTWThF----	:30	(\$75.00)	1.20	NM						
3	WHP	08/07/12-08/13/12	Letterman See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14 [Preempted by NSM]	1135p-1235a	MTWThF----	:30	(\$75.00)	1.20	NM						
4	WHP	08/07/12-08/13/12	Letterman See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14 [Preempted by NSM]	1135p-1235a	MTWThF----	:30	(\$75.00)	1.20	NM						
5	WHP	08/07/12-08/13/12	Letterman See MG 3.6,3.7,3.8,3.9,3.10,3.11,3.12,3.13,3.14 [Preempted by NSM]	1135p-1235a	MTWThF----	:30	(\$75.00)	1.20	NM						
													Totals	51	\$12,475.00